**CONVENIENCE MEETS WELLNESS**

"An Indian Institute of **Millets** Research **Awardee**"

"Introduced India's 1st Millet Nutrition Project for **TYPE 1 DIABETICS** Children"

"From the brand that launched **India's first box** packed **wellness diet** Product"

# The Fresh Start

SERIOUSLY HEALTHY

## Wellness Cafe

Healthy & Nutrient food redefined

## RECOGNIZED FOR PURPOSE, POWERED BY INNOVATION,
## CRAFTED BY EXPERIENCE, ROOTED IN SOCIAL GOOD

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# The Fresh Start Wellness Cafe

*Nourishing Health with Purpose*

**Established in 2022**, The Fresh Start Wellness Cafe emerged in response to a growing national demand for clean, functional, and millet-based nutrition – particularly for vulnerable and nutritionally at-risk groups. As the food innovation arm of FoodFlavours, – the pioneering brand behind India's first box-packed wellness diet food products—our mission has been clear from the outset: to develop supplemental food solutions from nature's bounty, free from preservatives and additives, crafted to meet real health needs with functional simplicity.

Our commitment to science-backed innovation and socially responsible nutrition has earned us both national and institutional recognitions. , including a prestigious national honor from the **Indian Institute of Millets Research (IIMR)** for our role in advancing millet-based nutritional solutions for vulnerable populations.

**We are committed to innovation, inclusion, and integrity—and our work reflects that.**

## In India's Firsts by The Fresh Start Wellness Cafe

### INDIA'S FIRST MILLET-BASED NUTRITION PROJECT FOR TYPE 1 DIABETIC CHILDREN

a land mark in our wellness journey happened in January 2025 where we launched India's first millet nutrition project for children with Type 1 diabetes, developed after extensive research and clinical engagement. The program has delivered significant improvements in blood sugar regulation and nutritional stability, offering new hope to diabetic children and their families, and has been widely endorsed by experts across the medical, nutrition, and public health communities.

### NATIONAL AWARD RECOGNITION FROM THE INDIAN INSTITUTE OF MILLETS RESEARCH( IIMR)

for our contributions and innovations in millet-based nutritional solutions for vulnerable populations. By bridging traditional wisdom with modern food science, we create impactful interventions that serve real community needs.

### INDIA'S FIRST BOX-PACKED WELLNESS DIET FOOD PRODUCTS

Launched in 2019, India's first box-packed wellness diet food products introduced a pioneering range of ready-to-eat healthy chapati variants—such as moringa, flaxseed, palak, and millet rotis—which were made available exclusively through healthcare institutions and medical stores, setting a new benchmark in functional food innovation and therapeutic nutrition.

### INDIA'S FIRST SCHOOL-BASED NUTRITION CAMPAIGNS EAT RIGHT SCHOOL & NOURISH THEIR FUTURE

to tackle malnutrition and promote healthy eating habits in schools nationwide. Launched in Kanyakumari and in drive towards Kashmir, this campaign marks a transformative step toward a healthier future by bringing affordable, millet-based nutrition into schools–supporting the National Education Policy and empowering students with better health, behaviour, and academic outcomes.

But we are more than just a wellness food brand – **we are a wellness movement**. At the core of our work lies a deep commitment to making nutrition **purposeful, accessible, and socially impactful.** Every product sold contributes to our flagship initiative, **Good Food Thrive**, which combats malnutrition in underprivileged children. Through **school-based wellness campaigns**, **corporate health gifting,** and nutrition awareness stalls, we are creating ripple effects of change across institutions, families, and communities.

*“ Whether it’s a millet cookie in a child’s birthday celebration or a wellness box in a corporate boardroom, The Fresh Start Wellness Cafe is redefining how food can nourish both body and society”*

Discover our range of functional foods to impactful wellness initiatives, explore everything we offer to make healthy living simple, accessible, and meaningful bringing our mission of accessible, functional nutrition to life.

# Millet Jaggery Cookies

Wholesome Goodness in Every Bite

**NO** Sugar, Maida, preservatives, colours, flavours, trans-fat, baking Soda

*Made with Millet Flour, Wheat flour and Organic Jaggery*

*The Fresh Start Wellness Café’s Millet Cookies are more than just a snack—they’re a delicious step toward mindful eating. Made with a blend of traditional millets and clean, natural ingredients, these cookies are baked to perfection for a satisfying crunch and lasting nourishment.*

*Packed with fiber, essential minerals, and zero refined sugar, they contain no preservatives or artificial additives, staying true to our commitment to functional, everyday wellness.*

*Whether it’s for a child’s lunchbox, a post-meal craving, or your daily tea companion, these cookies offer the perfect balance of taste and nutrition—a guilt-free treat that supports a healthier lifestyle with every bite..*

*Simple. Honest. Nourishing.*
*That's the Fresh Start promise*

# *The fresh Start Millet Cookies - Health in every bite*

| Millet Cookie Variant | Key Health Benefits | How It Works (Nutritional Action) | Why Fresh Start |
|---|---|---|---|
| *Barnyard Millet* | Aids in weight management, supports digestion, and is gentle on the stomach– great for children | High in fiber and low on the glycemic index, it slows down sugar absorption and promotes smooth gut function | **Powered by Traditional Millets -** Naturally rich in fiber and minerals to fuel your day |
| *Finger Millet (Ragi)* | Strengthens bones, enhances memory, and delivers natural taste kids love | Rich in calcium and iron for bone and brain development, while complex carbs provide steady energy | **Clean & Nourishing –** A smarter choice over ultra-processed, refined snacks |
| *Pearl Millet (Bajra)* | Boosts immunity and supports heart health in growing children | Contains magnesium, iron, and antioxidants that improve oxygen circulation and cardiovascular strength | **Deliciously Healthy –** Enjoy the perfect crunch without compromising on taste |
| *Kodo Millet* | Improves gut health and reduces inflammation | Packed with polyphenols and fiber that soothe digestion and fight oxidative stress | **Oven-Baked Goodness –** Light on the stomach, easy to digest, and made for daily snacking |
| *Little Millet* | Enhances metabolism and supports thyroid health | B-vitamin rich, with antioxidants that regulate metabolism and maintain hormonal balance– ideal for kids and adults alike | **No Junk Ingredients –** Free from refined sugar, preservatives, and artificial additives |

***Snack Anytime, Anywhere – Ideal for lunchboxes, chai breaks, travel kits, or sharing with friends***

# Healing Through Millets

## *Personalized Wellness Kits for various Health Conditions*

***At The Fresh Start Wellness Café, we believe that true wellness begins on your plate. With years of focused millet research and hands-on experience in nutrition-based interventions, we have developed a range of Health Condition Millet Kits—specially formulated to support the healing and dietary needs of individuals and families managing chronic or lifestyle-related conditions.***

***These kits are made exclusively with our Activated Raw Millets, which are traditionally soaked, rinsed, and sun-dried to improve digestibility and nutrient absorption. This process naturally reduces anti-nutrients like***

*phytic acid, making the essential vitamins and minerals in millets more bioavailable, while also supporting gut health and smoother digestion–key to long-term wellness.*

*We are proud to have pioneered India's first monthly millet nutrition kit specifically for Type 1 Diabetic children–an initiative that has not only shown desirable improvements in blood sugar stability and overall health, but has also given new hope to families and professionals within the diabetic care community. The success of this project became the foundation for expanding our kits to address over 25 specific health conditions.*

## *Purpose-Driven Kits. Real-World Results*

**Condition-Specific Formulation**
*Carefully curated for diabetes, PCOS, thyroid issues, bone health, and more*

**Doctor-Endorsed, Nutritionist-Formulated**
*Crafted by experts for safe, effective, and consistent daily use*

**Award-Winning Innovation**
*Nationally recognized by Indian Institute of Millets research (IIMR) for our contribution to nutrition and public health through millet-based solutions*

**Affordable Wellness**
*Health-focused kits designed to fit everyday home budgets*

**Clean Nutrition You Can Trust**
*No additives, no refined sugars, no artificial preservatives–only 100% natural ingredients*

**Gluten-Free Options**
*Safe for those with dietary sensitivities or preferences*

**Rooted in Real-World Impact**
*Inspired by the success of our DiaCare Project and other wellness campaigns*

**Family-Safe & Inclusive**
*Suitable for children, adults, and elders alike*

**Easy Integration**
*Supports a smooth, confident transition to a millet-based lifestyle.*

# From Gut to Hormones - Millet Kits That Make a Difference

## *Healing Through Millets – Health Conditions We Support*

| Sl.No | Health Bundles | Wellness You'll Experience- Rooted in Science and Practice |
|---|---|---|
| 1. | <br>*Diabetic Wellness Millet Kits*<br>*Stabilize Blood Sugar Naturally with Activated Millets* | ▪ **Low Glycemic Index (GI) –** Slows sugar release, avoiding glucose spikes<br>▪ **High Fiber Content –** Supports digestion and satiety<br>▪ **Rich in Magnesium & B-Vitamins –** Aids insulin sensitivity and energy production<br>▪ **Activated Form –** Boosts nutrient absorption and is gentle on the gut |

| Sl.No | Health Bundles | Wellness You'll Experience- Rooted in Science and Practice |
|---|---|---|
| 2. | <br>*PCOS Balance Pack (PCOD / PCOS Millet Kit)*<br>*Hormonal Health Through Functional Grains* | ▪ **Supports Insulin Sensitivity** – Low GI millets help manage blood sugar and reduce insulin spikes<br>▪ **Regulates Hormones** – Rich in magnesium, zinc, and vitamin B6 for hormonal balance<br>▪ **Boosts Reproductive Wellness** – Iron and calcium support menstrual health and energy levels |
| 3. | <br>*Thyro-Balance Pack (Thyroid Wellness Kit)*<br>*Naturally Supporting Thyroid Health with Functional Grains* | ▪ **Selenium, Zinc & Plant-Based Iodine Synergy** – Supports thyroid hormone production and balance<br>▪ **Anti-inflammatory Polyphenols** – Helps reduce thyroid gland inflammation and stress<br>▪ **High Fiber Content** – Aids digestion and supports natural detoxification processes |
| 4. | <br>*Heart-Wise Millet Pack (Cardiac Care Millet Kit)*<br>*Nourishing Your Heart Naturally with Functional Whole Grains* | ▪ **Soluble Fiber** – Helps reduce LDL (bad) cholesterol and supports healthy lipid profiles<br>▪ **Low Glycemic Index & Magnesium-Rich Grains** – Aid in maintaining stable blood pressure<br>▪ **Plant-Based Antioxidants** – Protect heart tissue and promote vascular strength |
| 5. | <br>*Bone & Joint Strength Millet Kit*<br>*Naturally Fortified with Activated Millets for Stronger Bones and Flexible Joints* | ▪ **High in Calcium & Magnesium** – Strengthens bones and supports joint mobility<br>▪ **Anti-Inflammatory Properties** – Helps reduce swelling and prevent degeneration<br>▪ **Vitamin B Complex & Iron** – Promotes collagen formation and supports healthy bone structure |
| 6. | <br>*Gluten-Free Gut Wellness Kit (Celiac Disease Gluten-Free Millet Kit)*<br>*Gentle on the Gut, Rich in Nutrition – Powered by Naturally Gluten-Free Activated Millets* | ▪ **Naturally Gluten-Free** – Safe and soothing for sensitive digestive systems<br>▪ **High Digestive Fiber** – Promotes gut regularity, reduces bloating, and eases inflammation<br>▪ **Nutrient Dense** – Replenishes essential vitamins and minerals often missing in restrictive gluten-free diets |
| 7. | <br>*Liver Cleanse & Care Millet Kit*<br>*Activated Millets to Support Liver Detox, Repair, and Function* | ▪ **Antioxidants & Polyphenols** – Repair liver cells and reduce oxidative stress<br>▪ **Enhances Bile Flow & Digestion** – Aids in detox and metabolic balance<br>▪ **Reduces Fat Accumulation** – Helps prevent and reverse fatty liver buildup |
| 8. | <br>*Iron Boost Millet Kit (Anemia Health Millet Kit)*<br>*Activated Millets to Support Hemoglobin, Energy, and Blood Vitality* | ▪ **Rich in Iron & Essential Minerals** – Promotes red blood cell production and boosts hemoglobin<br>▪ **Folate & B-Complex Vitamins** – Supports energy metabolism and cellular renewal<br>▪ **Improved Iron Absorption** – Best when combined with Vitamin C–rich foods for enhanced uptake |
| 9. | <br>*1)Joint Ease Millet Kit (Arthritis Health Millet Kit)*<br>*Activated Millets to Support Joint Flexibility, Bone Strength & Inflammation Relief* | ▪ **Anti-Inflammatory Action** – Millets like Kodo, Foxtail & Barnyard help reduce joint inflammation<br>▪ **Bone Nourishment** – High in calcium & magnesium to strengthen bones and support cartilage<br>▪ **Weight-Friendly Fiber** – Promotes healthy weight, easing pressure on joints<br>▪ **Alkalizing Effect** – Helps balance body pH to reduce inflammation triggers |
| 10. | <br>*Smart Brain Millet Kit (Brain Development Millet Kit)*<br>*Activated Millets to Power Cognitive Growth, Memory & Focus* | ▪ **Cognitive Support** – B-vitamins and tryptophan aid neurotransmitter production for better brain function<br>▪ **Iron & Magnesium-Rich** – Enhance oxygen delivery and nerve signaling<br>▪ **Omega-3 Support** – Includes added seed mixes that improve memory, attention span, and cognitive resilience<br>▪ **Slow-Releasing Carbs** – Provides steady mental energy and better focus throughout the day |

| Sl.No | Health Bundles | **Wellness You'll Experience- Rooted in Science and Practice** |
|---|---|---|
| 11. | <br>*Breathe Easy Millet Kit (Asthma Millet Kit )*<br>*Activated Millets for Respiratory Wellness & Lung Support* | ▪ **Airway Calming –** Millets like Kodo and Barnyard contain anti-inflammatory properties that help ease bronchial swelling<br>▪ **Magnesium & Iron Boost –** Supports smooth muscle relaxation and improves oxygen supply throughout the body<br>▪ **Low-Mucus Grain Profile –** Naturally free from dairy, gluten, and common allergens that can trigger mucus buildup<br>▪ **Lung-Protective Antioxidants –** Help reduce oxidative stress on lung tissues and support better immunity |
| 12. | <br>*Healthy Weight Millet Kit (Obesity Millet Kit)*<br>*Activated Millets for Respiratory Wellness & Lung Support* | ▪ **Low Glycemic Impact –** Millets like Foxtail, Little, and Browntop help prevent blood sugar spikes and fat accumulation<br>▪ **High Fiber & Satiety –** Keeps you full longer, naturally reducing cravings and snacking<br>▪ **Supports Fat Metabolism –** Nutrient-dense grains encourage better fat utilization and energy balance<br>▪ **Anti-Inflammatory Effect –** Helps combat systemic inflammation linked to weight gain and metabolic disorders |
| 13. | <br>*Dermacalm Millet Kit (Psoriasis Wellness Kit)*<br>*Activated Millets for Skin & Systemic Inflammation Relief* | ▪ **Anti-Inflammatory Support –** Millets like Kodo, Foxtail, and Barnyard are rich in antioxidants and minerals that help lower internal inflammation<br>▪ **Gut & Immune Health –** Fiber-rich millets aid in gut healing, which is closely linked to immune response and skin clarity<br>▪ **Low Glycemic Impact –** Helps stabilize blood sugar, minimizing inflammatory flare-ups associated with glucose spikes<br>▪ **Nutrient-Dense Energy –** Packed with bioavailable iron, zinc, and B-vitamins for cellular repair and skin regeneration |
| 14. | <br>*Menopause Ease Millet Kit (Hormonal Balance Pack*<br>*Activated Millets for Hormonal Balance & Bone Strength* | ▪ **Hormonal Balance Support –** Millets like Foxtail and Little are rich in B-complex vitamins and plant compounds that help regulate hormonal fluctuations<br>▪ **Bone Health Boost –** High in calcium, magnesium, and phosphorus to strengthen bones and reduce the risk of osteoporosis<br>▪ **Digestive & Metabolic Support –** Fiber-rich millets improve gut health and help manage midlife weight gain<br>▪ **Anti-Inflammatory Effect –** Helps reduce inflammation that can worsen menopausal symptoms |
| 15. | <br>*Uric Balance Millet Kit (Gout Support Kit)*<br>*Activated Millets for Uric Acid Balance & Inflammation Relief* | ▪ **Low Purine Load –** Millets like Barnyard, Kodo, and Little are low in purines, reducing uric acid buildup<br>▪ **Anti-Inflammatory Action –** Helps soothe joint pain and swelling often triggered by uric acid spikes<br>▪ **Kidney & Liver Support –** Aids in flushing excess toxins and improving uric acid elimination<br>▪ **Alkalizing Effect –** Promotes pH balance in the body, counteracting acidic buildup linked to gout flare-ups |
| 16. | <br>*Tummy Balance Millet Kit (IBS & Gut Health)*<br>*Activated Millets for Gut-Friendly Digestive Wellness* | ▪ **Gut-Calming & Light –** Millets like Barnyard, Little, and Foxtail are easy on the stomach and suitable for IBS-friendly meals<br>▪ **Low-FODMAP Friendly –** Helps reduce gas, bloating, and digestive irritation commonly triggered by fermentable carbs<br>▪ **Soothing Soluble Fiber –** Promotes smoother bowel movements and supports gut microbiome balance<br>▪ **Anti-Inflammatory Support –** Helps ease gut inflammation linked to IBS flare-ups and food sensitivities |
| 17. | <br>*Neuro Nourish Millet Kit (Autism Support Pack)*<br>*Activated Millets for Neuro-Gut Harmony* | ▪ **Gut Microbiome Support –** Prebiotic fiber helps foster a healthy gut environment, crucial for brain function<br>▪ **Low-GI for Steady Energy –** Millets like Barnyard, Little, and Kodo release energy slowly, avoiding sugar crashes and hyperactivity<br>▪ **Rich in Magnesium & B Vitamins –** Nutrients known to support neurological function, mood regulation, and calm focus<br>▪ **Anti-Inflammatory & Gluten-Free –** Naturally soothing to the digestive tract, reducing potential triggers for behavioral or sensory issues |

| Sl.No | Health Bundles | Wellness You'll Experience- Rooted in Science and Practice |
|---|---|---|
| 18. | <br>*Fertile Glow Millet Kit*<br>*(Pre-Pregnancy Support)*<br>*Activated Millets for Fertility & Hormonal Harmony* | ■ **Hormone Balancing Support –** Millets like Kodo, Foxtail, and Barnyard help regulate cycles and reduce inflammation<br>■ **Rich in Folate & Iron –** Crucial for reproductive health and pre-pregnancy nutrient stores<br>■ **Supports Egg Quality –** Antioxidants and amino acids aid cellular repair and ovary function<br>■ **Gut & Liver Detox –** Promotes gentle cleansing and better nutrient assimilation |
| 19. | <br>*Mom Rebalance Millet Kit*<br>*(Post-Pregnancy Wellness)*<br>*Activated Millets for Recovery, Nourishment & Lactation Support* | ■ **Supports Lactation Naturally –** Millets like Ragi and Kodo are rich in calcium and amino acids known to enhance milk production<br>■ **Boosts Postpartum Recovery –** Nutrient-dense grains replenish iron, magnesium, and B-vitamins lost during childbirth<br>■ **Gentle on Digestion –** High-fiber, activated grains soothe the gut and prevent postnatal constipation<br>■ **Hormone Support –** Helps stabilize mood and energy through adaptogenic nourishment and complex carbs |
| 20. | <br>*Dental Defense Millet Kit*<br>*(Oral & Gum Wellness)*<br>*Activated Millets for Enamel Strength, Gum Healing & Oral Vitality* | ■ **Strengthens Enamel & Bones –** offer high calcium and phosphorus to remineralize teeth and prevent decay<br>■ **Gum Healing & Anti-Inflammatory –** Barley and Barnyard Millet help reduce gum swelling and oral inflammation naturally<br>■ **Rich in Antioxidants –** protects against oxidative stress in the mouth and supports oral immunity<br>■ **Supports Oral Microbiome –** soothe digestion and reduce acid reflux, a root cause of enamel erosion<br>■ **Protein for Tissue Repair –** Green Gram and Little Millet provide plant protein to regenerate gum tissues and aid wound healing |
| 21. | <br>*Skin Glow & Repair Millet Kit*<br>*(Skin Health Support)*<br>*Activated Millets for Skin Clarity, Collagen Support & Anti-Inflammatory Wellness* | ■ **Collagen Support & Skin Elasticity –** provide silica and protein building blocks that support youthful skin tone<br>■ **Anti-Acne & Detoxifying –** help reduce systemic inflammation and flush toxins through gut-skin axis regulation<br>■ **Glowing Complexion –** Antioxidant-rich Black Rice and Finger Millet neutralize free radicals that cause dullness and pigmentation<br>■ **Hormonal Skin Balance –** supports hormonal balance and helps regulate excess oil production<br>■ **Wound Healing & Skin Repair –** Green Gram and Barley offer zinc and fiber to repair skin damage and soothe irritation |

# The Fresh Start Wellness Café Raw Millets

## *Traditionally Activated Millets for Modern Wellness Needs*

*At The Fresh Start Wellness Café, we believe that the journey to wellness starts with the grain itself. That's why our Activated Raw Millets undergo a meticulous three-step traditional process–soaking, rinsing, and sun-drying–that naturally improves digestibility, reduces anti-nutrients like phytic acid, and enhances nutrient absorption. This simple yet powerful method makes our millets not just easier on the stomach, but richer in bioavailable vitamins and minerals.*

*When every grain is activated with care,*
*your health is activated with purpose.*

*Inspired by the proven success of our DiaCare Project for Type 1 Diabetic children, these activated millets represent more than clean food–they symbolize a shift toward purposeful eating backed by science, compassion, and lived experience.*

*Free from gluten, refined grains, preservatives, and artificial additives, our millets are versatile, easy to cook, and delicious–whether you're preparing porridge, upma, khichdi, millet rice, or reinventing traditional favorites. Their quick cooking time, gentle flavor, and nutritional density make them a staple for daily wellness, suitable for all age groups.*

## *Why Choose Fresh Start Activated Raw Millets?*

### Traditional Preparation

*Soaked, rinsed, and sun-dried to unlock their full potential*

### Improved Nutrient Bioavailability

*Helps your body absorb minerals and vitamins more efficiently*

### Gentle on the Gut

*Reduced phytic acid means easier digestion and better tolerance*

### Quick-Cooking Convenience

*Saves time while retaining authentic texture and taste*

### Backed by Real-World Impact

*Developed through insights from our diabetic wellness initiatives*

### Truly Clean Nutrition

*No additives, preservatives, or industrial shortcuts*

### Naturally Gluten-Free

*Safe and inclusive for varied dietary needs*

### Everyday Kitchen Hero

*Ideal for both traditional recipes and modern health meals*

# The Fresh Start Wellness Café's Activated Millet Range

*Clean-Traditional-Science- Backed. Everyday Nutrition...*

## 01 Activated Millet Rice

*Easy to digest. Packed with nutrients. Perfect for daily meals.*

| Sl.No | Millet type | Health Benefits |
|---|---|---|
| 1. | *Foxtail Millet* | Blood sugar control, heart health, fat metabolism |
| 2. | *Little Millet* | Gut health, hormone balance, supports PCOS |
| 3. | *Kodo Millet* | Anti-obesity, cholesterol & BP control |
| 4. | *Barnyard Millet* | Ideal for celiac health, bone strength, anemia support |
| 5. | *Finger Millet (Ragi)* | Builds strong bones, manages diabetes |
| 6. | *Pearl Millet (Bajra)* | Supports metabolism, improves cardiovascular strength |
| 7. | *Sorghum (White)* | Antioxidant-rich, aids digestion, weight support |
| 7. | *Sorghum (Red)* | Boosts immunity, repairs cells, fights oxidative stress |

## 02 Activated Sprouted Millet Rice

*Sprouted for enhanced bioavailability which are perfect for kids, elderly & anemic individuals.*

| Sl.No | Sprouted Millet type | Health Benefits |
|---|---|---|
| 1. | *Sprouted White Sorghum* | Improves digestion, lowers blood sugar, antioxidant-rich |
| 2. | *Sprouted Finger Millet (Ragi)* | High calcium, bone health, diabetes-friendly |
| 3. | *Sprouted Pearl Millet* | Gut flora, heart support, energy boost |
| 4. | *Sprouted Red Sorghum* | Cellular repair, anti-aging, immunity |

## 03 Activated Millet Flakes

*Quick breakfast or snack option with retained nutrients and better digestibility.*

| Sl.No | Flakes/Poha/ Avil type | Health Benefits |
|---|---|---|
| 1. | *Foxtail Flakes* | Sugar regulation, fat metabolism |
| 2. | *Little Flakes* | Digestion, hormone balance, kid-friendly |
| 3. | *Kodo Flakes* | Cholesterol and blood pressure control |
| 4. | *Barnyard Flakes* | Gluten-free, iron & calcium boost |

| Sl.No | Flakes/Poha/ Avil type | Health Benefits |
|---|---|---|
| 5. | *Finger millet (Ragi) Flakes* | High calcium, bone health, diabetes management |
| 6. | *Pearl Flakes* | Muscle strength, energy metabolism |
| 7. | *Sorghum (White) Jowar Flakes* | Gut support, antioxidant-rich |
| 8. | *Sorghum (Red) Jowar Flakes* | Immunity, inflammation control |
| 9. | *Wheat Flakes* | Fiber-rich, supports digestion and heart health |
| 10. | *Barley Flakes* | Reduces bad cholesterol, improves satiety |
| 11. | *Green Gram Flakes* | Protein-rich, immune and energy support |
| 12. | *Horsegram Flakes* | Fat-burning, obesity management |
| 13. | *Black Rice Flakes* | Antioxidant-rich, good for skin and heart |
| 14. | *Red Rice Flakes* | Iron-rich, improves digestion and blood quality |

## 04 Activated Millet Flour

*Perfect for rotis, dosas, porridges & baking.*
*Ideal for daily, condition-specific nutrition.*

| Sl.No | Flour Type | Health Benefits |
|---|---|---|
| 1. | *Foxtail Millet Flour* | Sugar control, heart health, energy |
| 2. | *Little Millet Flour* | Hormone balance, gut health, metabolism |
| 3. | *Kodo Millet Flour* | Weight control, cholesterol, diabetic-friendly |
| 4. | *Barnyard Millet Flour* | Iron & calcium-rich, anemia & bone strength |
| 5. | *Finger Millet (Ragi) Flour* | High calcium, bone health, blood sugar stability |
| 6. | *Pearl Millet Flour* | Heart & kidney health, energy boost |
| 7. | *Sorghum (White) Jowar Flour* | Gluten-free, improves gut and immunity |
| 8. | *Sorghum (Red) Jowar Flour* | Immune-boosting, Heart health, Weight management |
| 9. | *Multi-Millet Flour (10 Millets)* | All-round stamina, growth, and immunity |

## 05 Sprouted Millet Flour

*Increased amino acids, reduced phytic acid, better digestion great for weaning, elderly & recovery diets.*

| Sl.No | Flour Type | Health Benefits |
|---|---|---|
| 1. | *Sprouted Finger Millet (Ragi) Flour* | Extremely high calcium, bone density, sugar regulation |

| Sl.No | Flour Type | Health Benefits |
|---|---|---|
| 2. | *Sprouted Pearl Millet Flour* | Stamina, heart health, energy |
| 3. | *Sprouted Jowar Sorghum (White) Flour* | Gut health, antioxidant support, gluten-free |
| 4. | *Sprouted Jowar Sorghum( Red ) Flour* | Immunity, anti-aging, liver health |

## 06 Activated Millet Rava

*Ideal for upma, pongal, halwa, slow-digesting, fibrous, and energy sustaining.*

| Sl.No | Rava Type | Health Benefits |
|---|---|---|
| 1. | *Foxtail Millet Rava* | Heart health, sugar control |
| 2. | *Kodo Millet Rava* | Weight loss, joint pain relief |
| 3. | *Little Millet Rava* | Liver detox, immunity boost |
| 4. | *Barnyard Millet Rava* | Anemia management, bone support |
| 5. | *Ragi Millet Rava* | Iron & calcium-rich, improves energy |
| 6. | *Pearl Millet Rava* | Heart, skin, digestion |
| 7. | *Jowar Millet Sorghum (White) Rava* | Gut health, cholesterol control |
| 8. | *Jowar Millet Sorghum (Red) Rava* | Liver function, immunity, antioxidant-rich |

## 07 Sprouted Millet Rava

*Superior digestion, better vitamin absorption, ideal for kids, elderly, or light dinner plans.*

| Sl.No | Sprouted Rava Type | Health Benefits |
|---|---|---|
| 1. | *Sprouted Finger Millet (Ragi)Rava* | Bone health, fatigue recovery |
| 2. | *Sprouted Pearl Millet Rava* | Gut flora, skin glow, heart support |
| 3. | *Sprouted Jowar Millet Sorghum (White) Rava* | Sugar balance, gut health, cholesterol control |
| 4. | *Sprouted Jowar Millet Sorghum (Red) Rava* | Liver detox, antioxidant protection, immune resilience |

# Millet-Based Ready Mixes

### Wholesome Goodness in Every Bite

*At The Fresh Start Wellness Café, our Millet-Based Ready Mixes are crafted for those who seek both health and convenience in every meal. Using time-honored ancient millets, each mix is thoughtfully formulated to bring you the goodness of traditional grains in modern, easy-to-prepare formats.*

*Inspired by our impactful DiaCare Project for Type 1 Diabetic children and other wellness-driven campaigns, these ready mixes are made with clean, minimally processed ingredients—with no preservatives, no additives, and no artificial flavors. Every spoonful reflects our commitment to functional, everyday nutrition*

*Tradition in every grain. Simplicity in every step. Wellness in every bite.*

*Whether you're flipping soft millet dosas, steaming fluffy idlis, kneading nutrient-rich chapatis, or sipping on a hearty health drink, our ready mixes are designed to make healthy eating simple, satisfying, and family-friendly. Rich in fiber, naturally gluten-free, and perfectly suited for busy schedules—these mixes prove that wellness can be deliciously effortless.*

| Sl.No | Product | Key Health Benefits |
|---|---|---|
| 1. | *Multimillet Dosa Mix* | Fiber-rich, promotes gut health, supports sustained energy |
| 2. | *Multimillet Chapathi Mix* | Boosts metabolism, iron-rich, good for anemic individuals |
| 3. | *Multimillet Health Mix* | All-in-one breakfast mix for immunity, energy, and digestive health |
| 4. | *Sprouted Ragi Malt* | Strengthens bones, energizes growing kids and elders |
| 5. | *Puttu (Ragi) Powder* | Easy breakfast, rich in fiber and iron |
| 6. | *Black Rice Dosa Mix* | Antioxidant-rich, controls cholesterol, ideal for heart and liver health |

**Why Choose Our Millet-Based Ready Mixes?**

**Power of Ancient Grains –**
Crafted with Foxtail, Kodo, Little, Barnyard, Finger Millet & more

**Quick to Cook –**
Perfect for daily use in fast-paced households

**Naturally Gluten-Free –**
Easy on digestion, ideal for all age groups

**No Preservatives or Additives –**
Pure, honest ingredients you can trust

**Wide Range of Flavors –**
Enjoy dosa, idli, chapati, porridge, malt, and more

**Mindful & Delicious –**
Balanced meals without compromising on taste

**Loved by All –**
Family-friendly recipes that are both healthy and satisfying

*Designed for modern kitchens, these ready mixes bring back the goodness of millets in a way that's fast, flavorful, and full of life.*

# Ready-to-Drink(RTD) Millet Soups

**Warmth, Wellness & Wholesome Nutrition – One Sip at a Time**

*The Fresh Start Wellness Café's Ready-to-Drink Millet Soup Mixes bring together ancient grains and modern health needs in one easy-to-prepare, nourishing drink. Crafted from time-tested millets like Barnyard, Little, Foxtail, Kodo, and Browntop, these soup mixes are rich in fiber, essential minerals, plant-based proteins, and antioxidants. Perfect for busy individuals, wellness seekers, or those recovering from illness, these soups are light on the stomach and full of functional health benefits.*

*Just add hot water– no preservatives, no additives, just clean, therapeutic nutrition in a cup.*

| Sl.No | Soup Variant | Key Health Benefits |
|---|---|---|
| 1. | *Barnyard Millet Soup* | Supports weight loss, regulates sugar, rich in iron and calcium for bone and blood health |
| 2. | *Little Millet Soup* | Boosts digestion, balances hormones, ideal for PCOS and thyroid conditions |
| 3. | *Foxtail Millet Soup* | Promotes heart health, controls cholesterol, aids in fat metabolism |
| 4. | *Kodo Millet Soup* | Anti-inflammatory, supports cardiac function, reduces blood pressure and LDL |
| 5. | *Browntop Millet Soup* | Detoxifies gut, relieves acidity, supports liver function and gut lining repair |

### Why Choose Our Millet-Based Ready-to-Drink Soups?

**Clean & Quick**
Instant health drink made with minimal, natural ingredients

**Gluten-Free & Gut-Friendly**
Safe for dietary sensitivities and easy to digest

**Low-Glycemic & Diabetic-Friendly**
Helps manage sugar levels naturally

**Rich in Micronutrients**
Iron, calcium, magnesium, and antioxidants for everyday wellness

**Backed by Research**
Formulated through our millet-based nutrition experience, including the DiaCare Project

**Suitable for All Ages**
Ideal for seniors, schoolchildren, and working professionals

*Whether you're sipping it at work, serving it at home, or sharing it during recovery, our millet soups are your go-to comfort food that heals from within.*

# Ready-to-Drink (RTD) Herbal & Leafy Soups

**Plant-Powered. Functional. Comforting.**

*The Fresh Start Wellness Café's Ready-to-Drink Green Leafy Soups are a delicious blend of wholesome lentils, healing herbs, and nutrient-dense greens like moringa, spinach, amla, and carrots—formulated to support immunity, digestion, detoxification, and energy. These soups are more than just a warm drink – they're a clean, instant wellness solution for busy lives and health-conscious families.*

*Crafted with natural, minimally processed ingredients, they are gluten-free, diabetic-friendly, and contain no preservatives or additives. Just mix with hot water and experience nourishment in its purest form.*

| Sl.No | Soup Variant | Key Health Benefits |
|---|---|---|
| 1. | *Moringa with Lentil Soup* | Boosts immunity, fights fatigue, rich in iron and antioxidants for daily strength |
| 2. | *Carrot with Lentil Soup* | Improves eyesight, supports skin health, and aids digestion with beta-carotene & fiber |
| 3. | *Amla with Ginger Soup* | Strengthens immunity, detoxifies liver, reduces inflammation and supports gut balance |
| 4. | *Spinach with Lentil Soup* | Rich in iron and folate, promotes hemoglobin production and energy levels |

*"Nourishment is best served warm. Let every sip heal, energize, and uplift."*

### Why Choose our Plant-Based Ready-to-Drink Soups?

**Infused with Nature's Superfoods**
Moringa, spinach, amla, and lentils offer holistic nutrition

**Balanced & Light**
Moringa, spinach, amla, and lentils offer holistic nutrition

**Naturally Immunity-Boosting**
Antioxidants, iron, vitamin C, and essential minerals support everyday health

**Fast, Functional & Fuss-Free**
Just add hot water and sip wellness instantly

**Ideal for All Age Groups**
From school kids to elders, it's safe, tasty, and nourishing

**Ayurveda-Inspired, Modern in Form**
Traditional recipes, reformulated for today's lifestyles

# Millet Turmeric Energy Drink

## (with Lakadong Turmeric, 3 millets , Dry Nuts and milk powder)

Turmeric Energy Blend – Ancient Strength, Modern Wellness

*The Fresh Start Wellness Café's Turmeric Energy Drink is a natural immunity booster, thoughtfully crafted with high-curcumin Lakadong turmeric, premium dry nuts, natural milk powder, and a powerful blend of three high-value positive millets. This nutrient-packed formulation is designed to strengthen immunity, support digestion, reduce inflammation, and promote sustained energy – all without any artificial additives, preservatives, or refined sugar.*

*Inspired by Ayurvedic principles and built for today's health-conscious routines, this golden drink delivers a comforting, functional experience. Simply mix with hot water or blend with your preferred milk to enjoy a gut-friendly, energizing, and deeply nourishing beverage.*

*"Infused with healing herbs, ancient grains, and modern care – one golden sip at a time."*

### *Why Choose Our Millet-Turmeric Ready-to-Drink Immunity Booster?*

### *Ideal For All Age groups*

**Powered by 3 Positive Millets**
Packed with fiber, minerals, and slow-release energy from nutrient-dense millets

**Children needing natural immune support**

**Lakadong Turmeric with High Curcumin**
Naturally anti-inflammatory and antioxidant-rich for immune defense

**Includes Natural Milk Powder & Premium Dry Nuts**
For added creaminess, protein, and sustained vitality

**No Preservatives or Refined Sugar**
Clean label nutrition for everyday health

**Instant Nourishment**
Just add hot water for a warm, functional, and comforting drink

**Supports Overall Wellness**
Helps reduce fatigue, improve gut health, and support mental clarity

- ✓ Adults with stressful, demanding lifestyles
- ✓ Seniors seeking gentle, nutrient-rich beverages
- ✓ Families looking for daily preventive nutrition in an easy format
- ✓ Fitness-conscious individuals and wellness enthusiasts
- ✓ People with Weak Immunity

| Immunity Booster Drink | Key Health Benefits |
|---|---|
| *Millet Turmeric Energy Drink with (Lakadong Turmeric, 3 millets, Dry Nuts and milk powder)* | **Natural Immunity Boost**<br>Lakadong turmeric fights inflammation and strengthens defense mechanisms<br><br>**Sustained Energy**<br>Positive millets offer slow-digesting carbs for long-lasting stamina<br><br>**Better Digestion**<br>Activated millets and natural ingredients support gut health and easy absorption<br><br>**Brain & Bone Support**<br>Dry nuts and milk powder deliver essential fats, protein, and mineral |

# *Ready-to-Cook (RTC) Millet Based Food Products*

Ready in miniutes - Rooted in wellness

*The Ready-to-Cook Millet Range from The Fresh Start Wellness Café reinvents beloved South Indian dishes–Upma, Pongal, and Sambar Rice–by blending the richness of tradition with the benefits of modern, functional nutrition. Made using fiber-rich millets, protein-rich lentils, sun-dried vegetables, and authentic spices, each recipe is thoughtfully curated to support digestive health, steady energy levels, and overall wellness–all without . compromising on taste*

*Rooted in Ayurvedic wisdom and crafted for today's fast-paced lives, these meals are gluten-free, diabetic-friendly, and*

*completely free from preservatives, refined grains, and artificial additives. Whether it's a warm bowl of Pongal, a quick serving of flavorful Upma, or the tangy comfort of Sambar Rice, this millet-powered trio delivers wholesome nourishment in minutes.*

## *Why Choose Our Ready-to-Cook (RTC) Millet Based Food Products?*

**01** Balanced nutrition with millets, lentils, and real vegetables

**02** Promotes gut health, heart wellness, and long-lasting energy

**03** 100% clean: no preservatives, no additives, no refined grains

**04** Safe for diabetic, gluten-sensitive, and health-conscious diets

**05** Classic flavors, reimagined for today's wellness-focused lifestyle

| Sl.No | Millet RTC Product | Key Health Benefits & How It Works |
|---|---|---|
| 1. | *Millet Veg Upma* | • High in fiber and complex carbohydrates—promotes satiety and digestive health.<br>• Rich in micronutrients from added vegetables.<br>• Supports balanced energy release and gut regulation. |
| 2. | *Millet Sambar Rice* | • Combines plant protein (dal) and millets—enhances muscle repair and satiety.<br>• Rich in antioxidants and fiber—supports digestion and inflammation control. |
| 3. | *Millet Pongal* | • Light on the stomach yet nutrient-dense—ideal for recovery and detox.<br>• High in magnesium and iron—boosts immunity and metabolic function. |
| 4. | *Millet Tomato Rice* | • Rich in antioxidants like lycopene, supports heart health, improves digestion, and provides sustained energy with low-GI millet and lentils. |
| 5. | *Millet Lemon Rice* | • Packed with Vitamin C, boosts immunity, aids iron absorption, improves gut function, and provides anti-inflammatory benefits. |
| 5. | *Ragi Idli Mix* | • High in calcium and iron, supports bone strength and hemoglobin levels, diabetic-friendly with a low glycemic index, and easy to digest. |

# *Millet Muesli Mixes*
# *Tailored Wellness in Every Spoonful*

**Proprietary Nutrition for Health & Lifestyle Wellness**

*The Fresh Start Wellness Café's Millet Muesli Range is a proprietary, thoughtfully curated collection of condition-specific and lifestyle- friendly nutrition blends, 100% preservative free, designed to meet the unique dietary needs of individuals across various age groups and health profiles. Each mix is scientifically formulated using activated positive millets and a rich blend of rare seeds, high-value dry fruits, and functional nuts—including flaxseeds, chia, pumpkin, sunflower seeds, and more. Rooted in research and crafted for daily wellness, these clean, convenient meals deliver targeted health benefits while making every bite a step toward balanced living.*

*Whether it's supporting women's hormonal balance, managing diabetes and PCOD, boosting energy for children and gym-goers, or aiding in weight management, our millet muesli mixes are designed to address real-world health needs with science-backed, preservative-free nutrition. Free from added sugar, artificial additives, and packed with clean, functional ingredients, these ready-to-eat mueslis go beyond generic cereals—making them the perfect choice for a wholesome breakfast or nutritious mid-day meal or snack which is easy to prepare.*

## *Why Choose Our Proprietary Millet Muesli Mixes?*

**Condition-Specific Nutrition**
Carefully formulated to support different health & lifestyle needs

**Made with Activated Millets**
Soaked & sun-dried for better digestion and nutrient bioavailability

**Premium Functional Ingredients**
Rare dry fruits, seeds, and nuts for enhanced nutritional synergy

**No Added Sugar or Preservatives**
Pure, honest, and natural nourishment

**Expert-Curated Formulas**
Designed with the support of nutritionists and clinical insights

**Loved by All Ages**
Options tailored for kids, elders, women, diabetics, and fitness enthusiasts alike

**Quick & Convenient**
Just add warm milk, curd, or eat as is—perfect for busy mornings

| Sl.No | Millet RTC Product | Key Health Benefits & How It Works |
|---|---|---|
| 1. | *Old Age Friendly Millet Muesli* | Supports bone health, digestion, and energy using calcium-rich millets and soft texture |
| 2. | *Corporate Wellness Millet Muesli* | Reduces fatigue, improves focus & gut health; ideal for high-stress work environments |
| 3. | *Women-Friendly Millet Muesli* | Supports hormonal balance, iron levels, and thyroid wellness with flaxseed & sesame |
| 4. | *Kids Power breakfast Millet Muesli* | Boosts memory, bone development & immunity; contains nuts, ragi, and dried fruits |
| 5. | *Diabetic-Friendly Millet Muesli* | Muesli Low glycemic index, helps regulate blood sugar; contains cinnamon, nuts & fiber |
| 6. | *Weight Loss Millet Muesli* | Millet Muesli High in fiber & satiety-boosting seeds; supports metabolism and fat-burning |
| 7. | *Gym/Protein-Rich Millet Muesli* | Enhanced with plant protein, nuts, and omega seeds for muscle recovery & stamina |
| 8. | *Cardiac-Friendly Millet Muesli* | Heart-healthy fats, omega-3s, and magnesium to reduce cholesterol and inflammation |
| 9. | *Thyroid-Friendly Millet Muesli* | Includes selenium-rich seeds and iodine-supportive grains to assist hormone regulation |
| 10. | *PCOD-Friendly Millet Muesli* | Combats insulin resistance, hormonal imbalance, and supports liver detox |
| 11. | *Skin & Hair Health Millet Muesli* | Rich in antioxidants, vitamin E, and zinc from seeds and dry fruits for glow & strength |

# *Edible Finger Millet Tea/Ice Cream Cup*

Sip. Scoop. Savor. Sustain.

*Discover the perfect blend of health, innovation, and sustainability with our Edible Finger Millet Cup – a deliciously crunchy, 100% natural alternative to plastic or paper tea and ice cream cups. Made from nutrient-rich finger millet (ragi), this eco-friendly cup is not just edible but also packed with health benefits. Ideal for serving hot teas, coffees, or cold desserts, it adds a nutty flavor that complements every sip or scoop. And the best part? No waste left behind!*

## Advantages

**Eco-Friendly & Zero Waste**
Completely biodegradable and edible, replacing single-use plastic/paper cups

**Health Boosting**
Made with finger millet, a super grain rich in calcium, iron, and fiber

**Thermal Resistant**
Holds hot beverages like tea and coffee without losing shape or texture

**Naturally Sweet & Flavorful**
Mild earthy taste enhances the flavor of beverages or desserts

**No Preservatives or Additives**
100% natural, clean-label, and safe for all age groups

**Dual Purpose**
Enjoy your drink or dessert first, and then eat the cup!

# *Wellness in Action –*
# *More Than a Product, It's a Purpose*

**Taking Nutrition Beyond Shelves, Into Lives**

## *Taking Wellness to the People*

*At The Fresh Start Wellness Café, wellness isn't confined to our products—it's a movement we carry into everyday spaces. Through engaging stalls and experience zones at schools, hospitals, marathons, corporate parks, and public events, we connect directly with people where they live, learn, and work. These are more than sampling counters—they're interactive platforms for education, conversation, and change, guided by expert dieticians and wellness advocates. Each event also reinforces our social missions like Good Food Thrive and the School Wellness Alliance Program, extending our impact and investing in healthier communities across India.*

## *Beyond business - A commitment to nation's health*

*Our work goes beyond food—it's a movement for national wellness. Through impactful programs like Eat Right School, Nourish Their Future, and DiaCare, we tackle malnutrition and chronic health issues with millet-based solutions. Rooted in purpose, every product and campaign reflects our commitment to innovation, inclusion, and lasting social change for families, schools, and the future of India*

Kerala firm wins IIMR's Social Venture of the Year award

**Our Bureau**
Kochi

Fresh Start Wellness Cafe, along with its sister concern Y2K Tots Foundation, has won the Social Venture of the Year award instituted by the Indian Institute of Millets Research (IIMR).

The recognition marks the companies' expertise in millets and the usage of millets-based food products to combat child malnutrition, specifically targeting underprivileged communities nationwide, including government schools, orphanages, anganwadis and tribal regions, a press release said.

The award was received by Renjith George, MD, Fresh Start Wellness Cafe and founder of Y2K Tots Foundation, from Mijanur Rahman, Senior Director, R&D, South Asia Pacific region, PepsiCo.

**The award was received by Renjith George,** MD, Fresh Start Wellness Cafe

The recognition highlights the two firms' impactful initiatives, Good Food Thrive, which focuses on delivering millet-based nutrition to underprivileged children in marginalised areas and ensuring they receive vital nutrients for growth and development.

The Nourish Their Future project focuses on school-based interventions, replacing unhealthy junk food with millet-based alternatives.

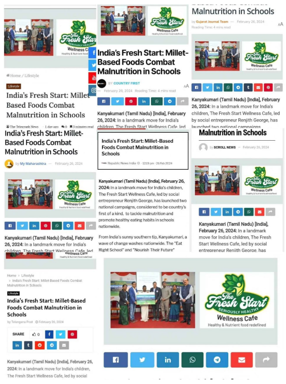
Republic NewsIndia

From Grains to Hope: How DiaCare, country's first Millet-Based Nutrition Project Is Changing the Lives of Type 1 Diabetic Children in India

By RNI News Desk - July 8, 2025



**India, July 8, 2025:** Children from low-income families struggled with fatigue, constant insulin injections, unpredictable sugar levels, and restricted lifestyles. Without access to specialized diabetic diets, managing this autoimmune condition became nearly impossible.





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